iCapisce Foundation

iCapisce Smart-Aging Project

Preliminary Scoping Plan - September 2016

Harvey Rough

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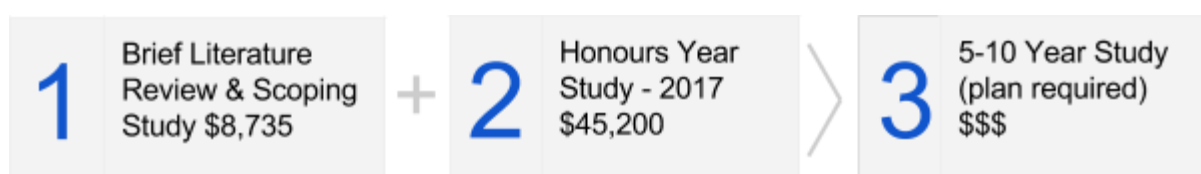| Document	Created	Author	Approved
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Extract

iCapisce, as a multi-modal cognitive stimulation intervention, has the potential to significantly delay the onset of moderate to severe symptoms of dementia.

This intervention may enhance various aspects of cognition which include memory, attention, awareness, perception, reasoning and judgement which we know are affected by Alzheimer's disease and dementia.

Allied health professionals, carers, family members and care recipients can create personalised content in the form of iCapisce topics and access them periodically thereby stimulating neuroplasticity.

As participants utilise the technology, new neuronal pathways are built through the production of new proteins and synapses. Repetitive synapses traversing the same neuronal pathways means patterns become embedded, making recall better and faster with fewer mistakes. Recent research has demonstrated that neurogenesis does indeed continue into and throughout adult life.

iCapisce seeks funding for a **Literature Review and Preliminary Scoping Study**. The output from that study is a prima-facie case and detailed project plan to support a 1 year honours-student study then perhaps a 5-10 year study. If there is no prima-facie case established in step 2, then step 3 will not proceed.

1 Brief Literature Review & Scoping Study $8,735	+	2 Honours Year Study - 2017 $45,200	>	3 5-10 Year Study (plan required) $$$

iCapisce's potential to effect change has been recognised by specialists in the aged care sector. The next step is to provide robust evidence for its effectiveness.

Harvey A. Rough
Managing Director

Index

Section 1 - Project Charter

Objective, Sponsor, Stakeholders, Funding, Resources,

Section 2 - Scope Management

Work Breakdown Structure

Section 3 - Schedule Management

Milestone Table

Section 4 - Cost Management

Budget

Cash flow timing

Section 5 - Quality Management

Quality Measures

Section 6 - Human Resources Management

People, skills, time, cost, sourcing

Permissions, amounts, signatories

Section 7 - Communication Management

Stakeholder communication plan

Section 8 - Procurement Management

Section 9 - Risk Management

Section 1. Project Charter

iCapisce has the potential to significantly reduce the symptoms of dementia and Alzheimer's disease.

iCapicse also has a significant role to play in promoting and preserving connection with family, friends, the wider community and other social contexts. Content is individualised for each user making it an enjoyable resource to evoke strong memory preservation and retrieval.

This technology has the potential to negate social isolation, prevent early institutionalisation and promote meaningful occupational participation. The study is broken into two phases

	1. Preliminary Scoping Study	2. Honours-Year Study
Objective	Establish a prima-facie case for a more detailed case study drawing on the opinions of specialists in the sector.	Execute a controlled test to determine the efficacy of iCapisce in slowing down and perhaps even warding off dementia and Alzheimer's disease.
Targeted Problem	Maintaining mental agility and refreshing memory is currently regarded as essential in maintaining good mental health. Developing memory, maintaining memory and rebuilding memory are all activities that everyone can do to ward off dementia and Alzheimer's disease. This study will provide evidence based early intervention for those who are at risk of further cognitive decline.	
Target Market	Allied Health Professionals	People with younger onset dementia (35-65) and people with early to middle stage dementia.
Product	iCapisce provides a mechanism for capturing personal life-book content in short bite-size topics that are played back through the Learn-Practice-Test pedagogy. Users, or even friends and relatives of users, can create topics and make them available to their loved ones to work through periodically and re-build their memory. iCapisce's five mental-health agility streams can be used in both preventative and corrective maintenance in the aging process.	
Stakeholders	Janice du Preez Benefactors iCapisce Directors	Selected University Benefactors iCapisce Directors
Project Team	Janice Du Preez - PhD Researcher Harvey Rough - PM	Project Lead - Janice Du Preez Honours Students Participants Project Management - Harvey Rough

Section 2. Scope Management

The following project boundaries are negotiable.

	1. Preliminary Scoping Study	2. Honours-Year Study
What's in scope.	Review iCapisce. Engage allied health professionals in discussion about iCapisce and its suitability for mitigating the symptoms of dementia and Alzheimer's disease. Review and summarise the state of current research. Prepare a detailed project plan for an Honour's Year Study.	Nominate and engage a research University. Identify multiple at-risk sample groups from multiple age groups - 40s, 50s, 60s, 70s and 80s. Engage test cases and their family members in the use of iCapisce Monitor their cognitive health over a period of five, te and fifteen years.
Products and services	Train the Study Lead in the use of iCapisce Equip the Study Lead with iCapisce presentation and training tools. Generate a short list of consulting specialists and engage them in the workings of iCapisce Record their opinions. Report on findings	University Test Plan iCapisce software Train users and family members in the creation and use of iCapisce Topics iCapisce reporting services iCapisce Test Lead iCapisce Project Management
Geography	Global research review. Australian opinion review.	Study to be be conducted in Australia and preferably in Western Australia.
Furniture & Equipment	iCapisce will equip the Study Lead with appropriate technology and work space	iCapisce will facilitate the project with office facilities, desktops, tablets and data-capture services.

Section 3. Schedule Management

The following proposed schedule is open to refinement.

	1. Preliminary Scoping Study	2. Honours Year Study
2016	The proposed Study Lead is a PhD student with 8-10 hours availability each week. The Study Lead will work alone for the first 3 months setting the foundations for the Honours-Year study October '16 - Product review - search for parallel studies - prepare a product matrix November '16 - Literature review December '16 - Findings - Detailed Project Plan - Decision	
2017		Detailed project plan to be documented in conjunction with the nominated University Research Team. Candidate selection ... January 2017 Study start ... February 2017 Weekly Team Meetings Monthly Project Reports Findings due ... November 2017 Study end ... December 2017

Section 4. Cost Management

See Appendix 1 - Detailed Costing

	1. Preliminary Scoping Study	2. Honours-Year Study
Services	Scoping Study Lead @ $50/hour 10 hours / week <u>14 weeks</u> $7,000	Costs will include: PhD Study Lead 8-10 hours/week University Professor oversight Honours Students x 2 Travel costs for team. MarComms - 1 hour/week Project Management - 2 hours/month

Tools	Technology
	1 x Dell 2-in-1 Laptop $598
	1 x iPad Air 2 $657
	1 x Portable projector $480
	
	_____
	 $1,735
		Technology
		  Laptops
		  Tablets
		  Hot-spots
		  Phones
		  Database

Specialists		Audit Report Report Publishing - MarComms Lead
Total	**$ 8,735**	**Est. $45,200**
Timing	October '16 - January '16	February 2017 - November 2017

Section 5. Quality Management

	1. Preliminary Scoping Study	2. Honours-Year Study

Quality	The proposed Scoping Study Lead is a mature professional with a strong work ethic. The Study Lead will work with appropriate facilities and support from iCapisce.
	
	Training will be provided in:
	  - Topic Authoring
	  - Learn, Practice, Test pedagogy
	  - Use of technology
	
	Templates will be developed for
	  - written communication
	  - presentations
	  - interrogatories
	  - findings
	
	The final report will be compiled and edited before presentation.
		This section is to be completed as part of the detailed scoping study.
		
		Quality controls include:
		  - Topic authoring
		  - Product usage
		  - Presentation skills
		  - Tablet usage
		  - Isolating external variables
		  - hours used each day
		
		Qualitative Controls include ?
		
		Quantitative Controls include ?

Section 6. Human Resource Management

All personnel will be engaged under part-time contracts for professional services.

	1. Preliminary Scoping Study	**2. Honours-Year Study**

Engagement	The Scoping Study Lead will be engaged under a part-time contract for services.
	
	The Study Lead will report to iCapisce Management and the Project Sponsors
	
	Training will be provided in:
	  - Topic Authoring
	  - Learn, Practice, Test
	  - Presentation skills
	  - Use of technology
		It is envisaged the Scoping Study Lead will be retained for the Honours-Year Study.

Management		If the Scoping Study Lead takes up a role in the Honours-Year Study then it is envisaged that a permanent appointment will be considered. Normal human resource development practices would then apply.
Succession		If the Detailed Study proves that iCapisce makes a significant difference, then thought will need to be given to marketing the findings across the globe.
Payments	Payments approved by the Managing Director	Payments approved by the Sponsors

Section 7. Communication Management

There are multiple stakeholders in both studies that need regular communication.

Communication templates will be established by the Managing Director and their use monitored by the MarComms Lead. Documents will be approved prior to distribution.

Reports will be distributed as PDF attachments to email and also stored in the project folders in the Foundation drive.

	1. Preliminary Scoping Study	2. Honours-Year Study
Management	Monthly updates on progress and priorities	Monthly updates on progress and priorities
Sponsors	Monthly updates on progress	Monthly updates on progress
Professor	Monthly updates on progress and priorities	Weekly updates on progress and priorities
Testers - (Masters Students)		Weekly updates on progress and priorities
"Patients" & Next of Kin	Pre-study briefings Quarterly progress updates Results	Pre-study briefings Quarterly progress updates Results
Industry Professionals	Awareness of the research	Awareness of the research Results of the research

Section 8.   Procurement Plan

What are we procuring and how?

Item #	Item	Method	Prob. vendor
1	3 x 2-in-1 Laptop	Direct purchase	Dell
2	2 x Samsung Galaxy Tab	Best price	JBHiFi
3	4 x Onda Tablets	Best price	Aliexpress
4	4 x Apple iPads	Best price	JBHiFi
5	ZTec Portable Projector	Best price	Aliexpress
	Mobile phone	Existing	
	Desk & chair	Existing	
	Consultants	Negotiated rate	Students

Section 9 - Risk Management

The following risks are theoretically possible. However, given the nature of the study it should be possible to eliminate any bias with appropriate levels of skepticism.

Risk		Description
1. Consultant fails		It's theoretically possible that the consultant is not up to the job
	Probability	Very low
	Impact	1-2 months cost could be wasted before any poor performance was identified and rectified
	Mitigation	After attempted rectification, a replacement consultant would be identified and hired.
	$$ to Mitigate	1-2 months chargeable time plus replacement costs
2. Skewed data		It is important that professional opinion is recorded accurately and not skewed subjectively in favour of a longer study. Opinions should be recorded in oral or written form by the person giving the opinion.
	Probability	Very low … but theoretically it depends on the integrity and economic circumstances of the study lead
	Impact	The omission of negative opinion could skew the report in favour of a longer study that is not justifiable.
	Mitigation	Ensure that opinions are recorded accurately and opportunity is given for

		both negative and positive responses
	$$ to Mitigate	Perhaps a little extra time in each interview
3. Professional bias		In this era it is not always possible to find professional opinion that is free from economic or political bias. Academic staff may already have an interest in a competitive product or be involved in the development or testing of a competitive product.
	Probability	Low-medium
	Impact	Opinions may be deliberately negative
	Mitigation	a. Ask the professional to declare that they have no interest in a competitive product. b. Search for any associations the professional may have c. get a large enough sample size of opinion to remove the impact of bias
	$ to mitigate	Cost to mitigate is a function of how many opinions we need. More opinions takes more time.
4. Software failure		Theoretically it is possible that the iCapisce product may fail. It's been thoroughly tested and its hosted under a 99.9% uptime hosting agreement
	Probability	. 0.01%
	Impact	We might lose a day or two of product up-time
	Mitigation	We host the product with two hosting companies.
	$ to mitigate	$200/month plus setup time
4. Company failure		Theoretically it is possible that the iCapisce company may fail. It has no revenue and no liabilities and is being supported by the proprietors during the commercialisation phase.
	Probability	low
	Impact	The study would be interrupted while a buyer was found.
	Mitigation	Secure commercialisation capital from: a. cornerstone investor b. Innovation Australia c. forward sales of product
	$ to mitigate	3-6 months down time